

Fig. 2

AdMediate Trading Screen

Trading Side ¹	<input type="text" value="Buy"/>	<input type="text" value="30 second"/>
Medium Type ²	<input type="text" value="Broadcast TV Spot"/>	
Broadcast Market ³	<input type="text" value="National"/>	
Week of ⁴	<input type="text" value="Monday, 9/4/2001"/>	
GRPs ⁵	<input type="text" value="250"/>	
GPM ⁶	<input type="text" value="15"/>	

Search Key (Optional)

Program Category ⁷	<input type="text" value="Finance"/>	<input type="text" value="35-54"/>
Target Demographic ⁸	<input type="text" value="Men"/>	
Time of Day ⁹	<input type="text" value="Morning (6AM-12PM)"/>	
Ratings ¹⁰	<input type="text" value="5% - 10%"/>	

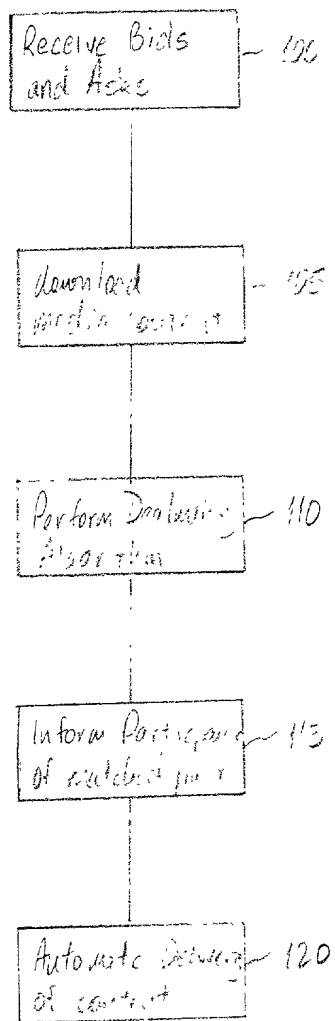


Fig. 3